

Olympic Games Impact Study

Executive Summary

The Olympic Games Impact Study (OGIS) is the result of work undertaken by PricewaterhouseCoopers (PwC) on behalf of the DCMS and the LDA. The study is an attempt to analyse the likely economic, social and environmental impacts of hosting the Olympic and Paralympic Games in London in 2012.

The resulting report provides measurement of some of the potential benefits of hosting but does not attempt to quantify all of those benefits nor does it take full account of the likely actions that will be taken to maximise the positive impact of the Games across the UK.

The main findings of the final report are that hosting the Games in 2012 will:

- Boost UK GDP by a minimum of £1.9bn
- Stimulate a vital economic regeneration programme in London's poorest and most disadvantaged area
- Create sustainable social impacts, for example empowering disadvantaged groups through employment opportunities
- Encourage local enterprise and social integration
- Create 38,000 new jobs in London
- Enhance and/or accelerate investment in sporting facilities not only in the Olympic Zone but also in other parts of the UK; and
- Contribute to increased participation in sports across the country.

Analysing people's 'willingness to pay' for the intangible benefits associated with hosting the Games, the report, using a sophisticated survey based technique, concludes that for the UK as a whole, the value of the benefits is £3.2bn (80% of which accrues to households living outside London).

The report concludes that hosting the Games has the potential to:

- Enhance national pride
- Create a UK-wide 'feel good factor'
- Motivate and inspire children to take up sport
- Create a significant sporting and cultural legacy
- Improve public health via the promotion of physical and sporting activity; and
- Over time, produce a positive environmental impact.

The study's overall conclusion is that "there would appear to be significant potential benefits from hosting the Games" but makes clear that public policy / intervention will be needed to help realise those benefits for the whole country.